

May 8, 2014
Approved Meeting Minutes
Beaver Meadow Golf Advisory Committee

Members Present:

Chris Mulleavey, Chair
Jim Marshall
Bill Veroneau
Jan McClure
Mark Coen
Charles Vanasdalan
Bob Norton
Fran Hunt
Bernard "Sid" Chase
David Gill
Julie Donlon

Members Absent:

Dick Holden
David Croft
Vera Buck
Roger Jobin
Bob Vachon

Others Attending:

A call to Order

5 Minutes of Public Input

None

Chris asks if there is a motion to approve the Draft minutes from the April 23, 2014 meeting or any questions about the minutes

Jim asks that draft minutes be sent in a more timely fashion so members absent know what happened and to get date for next meeting.

Jan asks that the tables be configured in a smaller fashion so it is easier for all to hear

Sid notes both suggestions and will act on them

Jan and Jim both say they must excuse themselves early

Bob moves approval of the minutes from the April 11, 2014 Meeting.

Mark seconds the motion.

Motion Carries 8-0

Course Update

Greens coming along nicely but slowly, added #4 to those with temp greens, has seen improvement

Range Building started

Prices set for machine?

Staff has talked to Range Servant a pre-buy of \$100 to receive

\$125 value

Currently prices \$9 large, \$3 small

Chuck feels large price too high

Will members get discount?

What does one get for their membership?

David reminds group we already have the most discounted rates in the

area

Discounts available through pre-buy

7 or 5 plays at Loudon depending on type of membership

Loudon Players have been enthusiastic

Pats Peak discount

7 Day Advanced Tee Times

Cost of GHIN less for members

Benefits posted on website

Bob cautions with finances stressed we need to be judicious with

discounts

Also get 10% discount in Grill and Tavern

Is discount on alcohol legal?

Josh looking at including tax and gratuity in pricing

Chris suggest member discount in Pro Shop as other courses have

David while not opposed reiterates the need to balance revenue and

benefits of membership

When looking at rates for 2015 we should revisit value of

all benefits and partnerships

Seniors currently largest group getting best value

Mark reminds declining course conditions lead to loss of membership.

What drives choice of membership?

Value?

Course Conditions?

Need to meet customer's expectations

A 5-10 minute discussion on benefits of membership and options for increasing those is suggested for each meeting

Mark cautions against this

Sid cautions we cannot be all things to everybody

We cannibalize our revenues

Course updates cont.

Interior Painting completed in clubhouse, hope to continue touch up of outside as staffing and fund allows

When will we play on all greens?

Sid originally said Memorial Day not realizing it fell so early this year

More likely June 1st

David cautions not to over promise, Mid June more likely

Old Business

Handicap Committee met April 13

Goal setting session

Education

Not "Gottcha" Committee

Question of Posting with Temp Greens

Bob says while Committee educational the first year. It must have teeth

Gold Tees re-rated in fall

Will have NHGA come again to re-address issue next week

Confusion on patio

People don't believe GHIN Machine due to past, incorrect

practices

Pro Shop to post Tuesday and Wednesday League scores

Bob says it must be clear that Julie is not the Committee is not on the

Committee. Acts in Advisory capacity

New Business

Entrance Area

David, Sid and Chris looked area in front after last meeting

Staff has gotten quotes and it will take about \$20,000 to pave and repair

entrance area

City Staff suggests that GAC recommend to City Council to re-appropriate

\$20,000 from golf simulator money to fix entrance

Jim so moves

Bob seconds

Discussion

Mark says CIP package is in hands of Council now it may be awkward to ask approval and ask for change a month later

Column for FY14 is still in document and should not be

CIP in Council hands reflects plan FY15 forward

David to resubmit spreadsheet with plan deleting FY14

Column

Sid clarifies the motion is to repair entryway not seal coat the entire parking lot

Motion Carries 8-0

Food and Beverage Operation

City wants all parties at the Golf Course to be successful

Golfer feedback centers on two issues at this time

No breakfast being served
Price of Bottled Beer and mixed drinks too high
Breakfast to be determined by business volume
Prices of food a little higher but food is of higher quality
Would like to see tax included
Drinks and Beer \$1.50 less at CC Tomatoes

Josh is running the 1896 as a restaurant not snack bar
We may have been spoiled in past by pricing
People may have 1 drink and leave impacting all businesses
Business down now mostly due to weather, should turn around
Few people came to free open house during Member-Member
Sent written invitations to all members
We are meeting weekly
Josh nails restaurant and catering business still learning the golf

business

Send suggestions on operation to Don the manager
People approaching 1896 need to be positive, not condescending

Mark asks about member numbers
202 in 2014 to 148 in 2013 at this time
Sid attributes to more people taking advantage of making down
payment to lock in price

Chris, returning to the 1896 sees a huge improvement, price not outrageous, a
smart businessman will adapt. It is still early

Chris asks if there is a motion to adjourn.
Fran so Moves.
Bill Seconds,
Motion Carries. 5-0

Meeting is set for June 12, 2014

7:30 AM
Beaver Meadow Clubhouse

Agenda:
Public Input
Approval of Minutes
Old Business

Meeting Adjourned.